

Sunrun

I'm an Assistant General Counsel at Sunrun and support Tyson and our business on all things consumer protection. We really appreciate ORS soliciting feedback early on in this process and we're happy to be able to share some informal, practical feedback with you that we hope you find helpful. Tyson and I look forward to discussing this further when we're able to meet in person soon.

We take consumer protection very seriously because our business depends on happy, informed, satisfied customers. Because we currently operate in 22 states, D.C., and Puerto Rico, we have seen and experienced many different attempts at protecting customers and offering them a transparent, fair solar sales experience that is based in truth. In our experience, a mixture of good policy and self-regulation can go a long way in creating an excellent customer experience, and here are some ideas we think are worth noting from other states who share a similar mission with ORS:

- Although this isn't required by law or regulation in most states, members of the Solar Energy Industries Association (SEIA) have voluntarily adopted the following disclosure forms that allow customers to (1) retain a clear, up front summary of the material terms of a solar company's customer agreement; and (2) create an apples-to-apples comparison between different solar products offered from the same and different solar companies in order to make an informed choice. These disclosures are codified in Florida's consumer protection statutes and were passed by consensus in the Florida legislature. Attached are blank draft versions of these disclosure documents, which these SEIA members currently include in their customer agreement. We think that the companies who don't currently utilize these forms should be required to provide these or something very similar. Sunrun utilizes these disclosure forms in every state we operate.
- Online marketing, telemarketing, and lead generation can be the main source of misleading information available to consumers, yet it can also be one of the more difficult areas to regulate. Over the past few years, the Illinois Power Agency (IPA) has issued a number of regulations and guidelines, some of which are particularly comprehensive. Although they are not law per se, the IPA administers the states Adjustable Block Program, and in order to participate in that incentive program, companies must strictly follow the guidelines or risk losing their incentives. The state's [marketing guidelines](#) in particular are a thorough and fair source of rules for distributed generation sales and marketing, which provide clarity for solar companies and important protections for consumers.
  - The State of New York Public Service Commission similarly passed a set of [Uniform Business Practices](#) for "Distributed Energy Resource Suppliers" in 2019. The content of these business practices is similar to the marketing guidelines in IL.

We understand that during the workshop, an idea was raised of extending right of rescission time period to right before an interconnection application is approved. We agree with SEIA that this would extend rescission rights far beyond what any other state allows and could kill the rooftop market. Sunrun currently offers its customers 10 days to cancel the agreement without penalty and we feel this window plays an important role in protecting a customer's decision to go solar. A blanket right of rescission would penalize a company like Sunrun who acts in good

faith to allow customers a generous cooling off period before making an important investment decision.

We urge ORS to consider broadly that South Carolina customers need safeguards from distributed energy providers, but they also deserve safeguards from their utility. Although 2018's [H. 4421](#) did not become law, we still think it provides a valuable exercise of making regulation and protections about the consumer, not just about the distributed energy companies. Among other things, a key provision forced solar companies and utilities to work together to provide customers with a strict time frame for permitting and interconnection approval - 30 days. Perhaps this provision specifically could be added to consumer protection regulations as it speaks to the consumer experience. The bill also capped charges for permits, and prohibited redundant insurance requirements. We understand the Public Service Commission regulates utilities, but to the extent ORS has an interest in protecting a consumer's right to transparent, fair, and affordable processes, we urge you to collaborate with other state agencies who may be soon considering such measures.

Many thanks for your consideration, and looking forward to connecting in person soon.



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